

## INVOICE



**WPTV**  
**1100 Banyan Blvd.**  
**West Palm Beach, FL 33401**  
**Main: (561)655-5455**  
**Billing: (877)290-6105**

Invoice #	Invoice Date	Invoice Month	Invoice Period
315995-1	11/06/12	November 2012	10/29/12 - 11/05/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Billing Address:

**McLaughlin & Associates**  
**Attention: Accounts Payable**  
**919 Prince Street**  
**Alexandria, VA 22314**

Advertiser	Product	Estimate Number
Keever / Republican / State	Dina Keever for State Atto	638

Flight Dates	Order #	Alt Order #
10/29/12 - 11/05/12	315995	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Send Payment To:

**WPTV**  
**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/29/12	11/04/12	M-F 7-9a	7-9a	11-----	:30	2	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 11----- 2 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/29/12 6:58 AM M-F 7-9a 7-9a :30 DKTV12001HO \$1,500.00 NM 2 WPTV Tu 10/30/12 6:59 AM M-F 7-9a 7-9a :30 DKTV12002HO \$1,500.00 NM									
2	10/29/12	11/04/12	M-F 10-11a	10-11a	11-----	:30	2	\$575.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 11----- 2 \$575.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/29/12 10:26 AM M-F 10-11a 10-11a :30 DKTV12001HO \$575.00 NM 2 WPTV Tu 10/30/12 10:59 AM M-F 10-11a 10-11a :30 DKTV12002HO \$575.00 NM									
3	10/29/12	11/04/12	M-F 12n-1p	12-1p	1111---	:30	4	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 1111--- 4 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/29/12 12:22 PM M-F 12n-1p 12-1p :30 DKTV12001HO \$500.00 NM 2 WPTV Tu 10/30/12 12:25 PM M-F 12n-1p 12-1p :30 DKTV12002HO \$500.00 NM 3 WPTV W 10/31/12 12:22 PM M-F 12n-1p 12-1p :30 DKTV12002HD \$500.00 NM 4 WPTV Th 11/01/12 12:53 PM M-F 12n-1p 12-1p :30 DKTV12002HD \$500.00 NM									
4	11/05/12	11/05/12	M-F 12n-1p	12-1p	1-----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 11/05/12 12:36 PM M-F 12n-1p 12-1p :30 DKTV12002HD \$500.00 NM									

## INVOICE

Send Payment To:

**WPTV**  
**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

Invoice #	Invoice Date	Invoice Month	Invoice Period
315995-1	11/06/12	November 2012	10/29/12 - 11/05/12
Advertiser		Product	Estimate Number
Keever / Republican / State		Dina Keever for State Atto	638

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/29/12	11/04/12	M-F 1-2p	1-2p	11111--	:30	5	\$425.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 11111-- 5 \$425.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/29/12 12:59 PM M-F 1-2p 1-2p :30 DKT V12001HD \$425.00 NM 2 WPTV Tu 10/30/12 1:43 PM M-F 1-2p 1-2p :30 DKT V12002HD \$425.00 NM 3 WPTV W 10/31/12 12:58 PM M-F 1-2p 1-2p :30 DKT V12002HD \$425.00 NM 4 WPTV Th 11/01/12 1:26 PM M-F 1-2p 1-2p :30 DKT V12002HD \$425.00 NM 5 WPTV F 11/02/12 1:41 PM M-F 1-2p 1-2p :30 DKT V12002HD \$425.00 NM									
6	10/29/12	11/04/12	M-F 530-6p	530-6p	11-----	:30	2	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 11----- 2 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/29/12 5:37 PM M-F 530-6p 530-6p :30 DKT V12001HD \$1,600.00 NM 2 WPTV Tu 10/30/12 5:38 PM M-F 530-6p 530-6p :30 DKT V12002HD \$1,600.00 NM									
7	10/29/12	11/04/12	M-F 6-630p	6-630p	1111---	:30	4	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 1111--- 4 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/29/12 6:26 PM M-F 6-630p 6-630p :30 DKT V12001HD \$1,800.00 NM 2 WPTV Tu 10/30/12 6:23 PM M-F 6-630p 6-630p :30 DKT V12002HD \$1,800.00 NM 3 WPTV W 10/31/12 6:09 PM M-F 6-630p 6-630p :30 DKT V12002HD \$1,800.00 NM 4 WPTV Th 11/01/12 6:27 PM M-F 6-630p 6-630p :30 DKT V12002HD \$1,800.00 NM									
8	10/29/12	11/04/12	M-F 11-1135p	11-1135p	11-----	:30	2	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 11----- 2 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/29/12 11:32 PM M-F 11-1135p 11-1135p :30 DKT V12001HD \$1,400.00 NM 2 WPTV Tu 10/30/12 11:28 PM M-F 11-1135p 11-1135p :30 DKT V12002HD \$1,400.00 NM									
9	10/29/12	11/04/12	Sa 8-10a	8-10a	-----S-	:30	1	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 11/03/12 9:56 AM Sa 8-10a 8-10a :30 DKT V12002HD \$850.00 NM									

Total Spots 23 Gross Total \$22,825.00

## Payment Terms 30 Days

Agency Commission \$3,423.75

Net Amount Due \$19,401.25